Vol. LX, No. 19

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CAMBRIDGE, MASS., FRIDAY, APRIL 12, 1940

Price Five Cents

MURDOCK IS '41 PRESIDENT; COE AND REEBIE ELECTED HEADS OF LOWER CLASSES

General Referendum Will Be Voted Upon By Classes May 14

Single Vote Margin **Passes Motion** Last Night

By the slim margin of one vote. a motion to hold a general referendum on the subject of honorary societies was passed at the regular Institute Committee meeting held last night.

The committee which undertook the investigation recommended that a student vote should be held to determine the right of Osiris, Beaver Key. Beaver Club, and Quadrangle Club to be recognized as the honorary societies representing their respective

Referendum Date Set

Later motions were passed setting the date of the referendum as May 14 and stating which students would be eligible to vote. The present seniors, juniors, and sophomores will vote on the Quadrangle Club. the present seniors and juniors on the Beaver Key and Beaver Club, while only the present seniors are eligible to vote on Osiris. Other recommendations of the committee were tabled until the nex meeting.

William R. Ahrendt, '41, Chairman of the Walker Memorial Committee. announced that a copy of the committee's policy on routine matters will be sent to all activities and will be posted in the Main Lobby of the Institute.

The chairman also introduced a motion to approve next year's calendar for the T.C.A. Handbook. He then requested that this motion be tabled for two weeks to allow all activities late in submitting dates of events to the Walker Memorial the uses of radioactive substances. Committee more time to turn their (Continued on page 2)

Two Math Exams To Be Conducted

Sophomores And Freshmen Eligible To Enter Competition

Two competitive mathematics exam inations, open to both Sophomores and freshmen, will be held tomorrow afternoon between two and four o'clock in Room 4-231. These contests are being sponsored by the M.I.T. Mathematical

The freshman examination will include problems in algebra, plane and solid geometry, trigonometry, and elementary plane analytic geometry The sophomores are to be questioned on calculus in addition to the subjects contained in the freshman exam.

Book As First Prize

The first prize in each division is a copy of "Men of Mathematics" by Eric Temple Bell. The second and third prizes are letters of commendation from Professor Henry B. Phillips, of the department of Mathematics.

It would be appreciated if anyone interested in the contest would sign up with Miss Snow in Room 2-261.

News Summary

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Hoisington's Discussion On Cyclotron Is First

David B. Hoisington, '40, Course VI-C; David M. Johnstone, '40, Course VII-B. and Leona R. Norman, '41. Course VII, won first, second and third places respectively in the Stratton Prize Contest held last Wednesday in Huntington Hall, Room 10-250. The awards are \$50, first prize; \$30, second; and \$20, third.

In his prize-winning speech, entitled "The Cyclotron". Hoisington stressed the need for a machine to produce radioactivity, the advantages and operation of the cyclotron, and

Smoke Damage

Johnstone's second place speech was entitled "Smoke". Placing the damage due to smoke at \$500,000,000 a year, he claimed that publicity is all that is needed to cure this ill through the use of the Cottrell Process, to eliminate

Miss Leona Norman spoke on "Sulfanilamide", saying that it inaugurated a new era in the use of specific chemical cures for bacterial diseases.

Officers To Be Elected By A.I.Ch.E. On Monday

The American Institute of Chemical Engineers will hold its elections at the first dinner meeting in its history on Monday night, April 15, at 6:30 in the Dutch room of the Graduate House.

The following men have been nominated:

For president and vice-president, John E. Stadig, '41; Herbert R. Moody, well as a large number of pieces in-'41: Alan E. Surosky, '41; William G. dividually. Kussmaul, Jr., '41, and Norman F. Greenes, '42.

Secrecy Veils Walker Dance Tonight At 8

Surprising Entertainment For Assemblies Ball Is Promised

TO STAGE PROMENADE

Croaked with an air of secrecy, surprise entertainment for the sixth annual Walker Assemblies Ball tonight, the major social event of the year for the Walker Dining staff and their friends, has been announced as one or the highlights of the evening.

In addition to the special entertainment which is being staged with the aid of several Institute professors, members of the Dining staff will present several acts during the evening.

Promenade At 10

The entire facilities of Walker Memorial will be thrown open to the Assemblies Ball which will start at Stratton Prize 8 P.M. A receiving line will be formed in Litchfield (Floot) Learner from 10 to in Litchfield (East) Lounge from 10 to 11:00 when the promenade will begin. Bob Adams and his new 15 piece orchestra will feature Miss Frances Claire as vocalist. Several new arrangements have been written for the

band, which played at the Senior dance earlier this, year.

Buffet Supper Served by Guests

A buffet supper at 2:30 will be served in Pritchett (North) Hall by the guests of the dance committee. Those serving will be Miss Betty Bridges, Miss Kathryn Harmon, Miss Betty Knapp, Louise Hackett, Miss Betty Ann Moran, Miss Betty Lynch, Miss Melvina Crosby, Miss Charlotte Douglas, Miss Ruth de Yoe, Miss Ruth Pirie, Miss Rosalind Russel, Miss Helen Petelski, Miss Mary Herlihy, Miss Betty Smith, Miss Priscilla Bowman, and Mrs. Priscilla Hunicke, mar ried last Saturday to last year's student Captain.

Wheelock, M. I. T. To Hold Concert

Combined Clubs To Feature Choral Music, Monday, In Morss Hall

A joint concert of choral music will be held with the Wheelock Musical Guild and the M.I.T. Glee Club this Monday evening, April 14 at 8:30 in Morss Hall of Walker Memorial.

The concert and a formal dance which will be held in Morss Hall after the concert and will last until midnight, will be open to all students

The M.I.T. Glee Club will be conducted, as usual, by Mr. Henry Jackson Warren and Mr. Lyle R. Ring will lead the Wheelock singers. The clubs will sing a group of choral music by Bach, Handel and Brahms together as

The Glee Club will join with the Vandervoort, '41. For secretary, Wil- Glee Club of Bradford Junior College lam R. Wilcox, '42; Russell A. Thomp- in a concert this Saturday night, April son, Jr., '42, and William Cadogan, '41. 13, at Longwood Towers in Brookline. For treasurer, Richard T. Merritt, '43; The Club members will be guests at Robert W. Keating, '42; Bernard A. a formal dance and supper after the and R.P.I. are to oppose the Tech-

Near-Record Turnout Marks Class Voting; Many Contests Close

Senior Class President



John B. Murdock, '41

Eleven Elected To Tau Beta Pi

Honorary Fraternity Picks Its New Men From Class Of '41

Eleven members of the Class of 1941 were conditionally elected to Tau Beta Pi, national honorary engineering society, at a meeting in Colonial Kitchens at 7:00 P.M. on Tuesday, April 9.

Those elected are William Cadogan, Frank L. Langhammer, Arthur L. Lowell, John F. Lyons, Jr., Frederick Kunreuther, John W. Meier, Carl M. Mueller, Nathaniel Rochester, Lawrence C. Turnock, Jr., Teddy F. Walkowicz, and Alexander W. Welch.

Must Undergo Initiation

To become official members of the society, each candidate must submit a 500 word theme on a general topic, and undergo an informal, oral rapidfire quiz after the spring vacation. There will also be a formal initiation.

These men, chosen from the upper eighth of the class, were picked for their scholastic and activity records by the members of the fraternity. Election to Tau Beta Pi is the highest honor attainable by undergraduates in engineering courses.

Debating Squad Leaves For Long Speaking Tour

A three-man debating team consisting of Stanley Backer, '41; Paul M. Erlandson, '41, and Samuel I. Omansky, '40, will leave this afternoon on I.F.C. to the Fraternities both National the longest speaking tour ever under- and Local". taken by a Technology team to represent the Institute in a total of seven debates.

Johns Hopkins University, University of Richmond, College of William and Mary, American University. University of Scranton, Union College, nology men in that order.

Farrell and Wright Win Permanent **Positions**

John B. Murdock was elected president of the Class of 1941 last Wednesday after a spirited all-day ballotting which assumed near-record propor-

Besides Murdock, Jerome T. Coe was elected president of the Class of 1942, Robert S. Reebie was made president of the class of 1943, while Walter H. Farrell was unopposed as permanent president of the Class of 1940, when 1400 students, or approximately 200 more than ballotted last year went to the polls to select their respective

Murdock Wins by Small Margin

One of the tightest elections for Senior class office in recent years was staged as Murdock edged Williard S. Mott in the presidential race. Mott was named vice-president of the Senior class. Other Senior winners in this election were Stanley Backer as secretary-treasurer, and Joseph G. Gavin and Walter P. Keith as members and Charles A. Wales as alternate of Insti-

(Continued on Page 3)

Fraternities Get I.F.C. Ball Bids

450 Bids Will Be Handled By **Houses Alone It Was** Announced

450 bids to the annual I.F.C. Ball were passed out to the fraternity houses at a dinner sponsored by the Interfraternity Council last night in the Marionette Room of the Hotel Brunswick, and which was attended by 248 men, over one-third of the fraternity membership.

The tickets will be handled solely by the houses. Tickets which can not be sold are to be redistributed by Russell Wallace Blake, '41.

National I.F.C. Head Speaks

Charles F. Collins, past president of Sigma Alpha Epsilon and present leader of the National I.F.C., was the main speaker of the evening. He spoke on "Service of the National

Dean Harold E. Lobdell talked on the Institute's favorable attitude towards fraternities. Professor Warren K. Lewis of the Chemical Engineering department related his experiences in Germany. Professor Albert A. Schaefer of the Business and Engineering Administration department was toastmaster of the banquet.

The Etech

Vol. LX

Friday, April

No. 19

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Managing Board

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Night Editor: John F. Tyrrell, '43

HONORARY SHAKESPEARE

To be or not to be an honorary society, that is the question. Whether 'tis nobler in the mind to suffer the slings and arrows of outraged non-members, or to take refuge in pacific measures, and by subtleties remain.

Honorary societies always have been and still are. They are a result of the human desire for praise. They serve to give this praise, and at the same time to restrict it to a small group. This restriction gives the members the feeling that they are getting a particular type of praise and makes them feel much better about the whole thing.

The school will soon vote on whether or not such cliques may call themselves honorary, and whether or not they may claim to be the personages of any particular class.

This voting is going to be like tilting against a windmill. You may hit one of the blades, but its successor is more than likely to slap you on the nethermost regions. The classes will vote. If what are now known as "honorary" societies lose their "honor," they will nevertheless remain. If the class lets them call themselves anything they wish, they will still remain. We don't know but that this entire subject is really quite futile in the first place.

The most practical solution we've heard yet is that those people who believe the present system is not truly representative form their own society. Then all groups will be happy.

But what it really comes down to is that no matter what you call it, an honorary society would smell as sweet by any other name.

KEY TROUBLES

Beaver Key ran into a little more trouble than its brother honorary societies last night, when the Institute Committee refused to approve changes in its constitution.

The athletic honorary, although recognizing the failure of its setup to manage intramural sports in the best possible manner, did not go far enough in correcting the faults. The changes made in the method of electing members merely altered the situation; they did not cure it. Men chosen for membership would still be picked from activities; they

would still have only a secondary interest in intramural athletics.

Intramural sports are an important part of Technology's extra-curricular life, important enough to warrant a separate managing agency whose members are interested primarily in fostering and bettering these sports. No other method of administering the intramural system would be completely satisfactory, for no other method would secure the men necessary for proper administration.

We do not mean, however, that Beaver Key should be dissolved. A definite place exists for an athletic *bonorary* society composed of men directly connected with varsity athletics, although not for a society which is only half-equipped for the management of intramural sports.

PEACE IN 1940

At yesterday's Peace Day meeting two students spoke about their ideas on how we can best preserve peace for the United States. They were followed by a lively discussion among the students present.

But the majority of the student body still seems to be apathetic to this problem which confronts the United States today, and will confront it for many years to come. The general attitude is defeatest in nature. "What's the sense of talking or thinking about how we can keep out of war; it does not mean anything what we have to say."

This is not only a wrong but also a very dangerous approach. If we, and consequently all college students, do not think and form opinions on such important questions as peace or war, who will? If we, who are supposed to have a good mind, shun the problem, a few propagandists will find it much easier to "make" public opinion.

It takes intelligent, alert, and articulate honest people to preserve our form of government and peace for this country. We have to keep informed and use our brains so that we can combat propaganda and make intelligent decisions on vital questions. The Technology Peace Federation has done much to keep the students informed but the students themselves must use their brains.

The individual is right when he says that he cannot change the policy of the United States. That would be dictatorship. But as a member of a large group of intelligent citizens he can have a voice in the formulation of policy if he is willing to try. That is democracy.

AFTER ELECTIONS

Noteworthy and praiseworthy was the class spirit shown by the freshmen at the recent elections. When 500 out of a class of 535 turn out at the polls, the newcomers have certainly entered into the ways of the Institute with a vengeance.

Only when such an interested attitude is shown by all undergraduates can we get a student government which stands for something. Only when the students keep up their interest in the affairs of government can we have a true student administration.

Soon a new Institute Committee will take over. It will be composed of new men and of veterans. A goodly number of these members will have been seated by the recent elections. The voters should remember that they have placed them there, and should not wash their hands of the entire affair now that elections are over.

The Institute Committee is the students' government. The students should remember that; the new members should learn that; the veteran members should recollect that.

Inst. Comm.

(Continued from Page 1)

calendars in. He warned all activities that dates must be handed into his committee before the end of the two weeks period.

Beaver Key Amendments Rejected

Other business which transpired included the defeating of a motion to accept the amendments to the Beaver Key Society constitution, defeating a motion to accept the constitution of the Institute Relations Committee, but granting provisional recognition to the News Photograpers Guild.

H. Garett Wright, secretary of the Institute Committee, announced that the Sophomore class lost its seat on the Institute Committee because its full representation was not present for two consecutive meetings. Only by satisfying the conditions laid down in Article VII, Section III of the By-Laws of the Committee can the sophomores regain their seat on the Institute Committee. The secertary also announced that Richard F. Cottrell, '41, was absent from the meeting.

Would You Like To Be Uncle? See The T.C

An emergency call for a num of Institute men to act as "unci to a group of Boston's father: children for Sunday afterno May 5, was issued last night the T.C.A. Boys' Work Divisi

They will be asked to escort boys to the annual Father a Sons Dinner to be held in Grand Ballroom of the Cop Plaza. Any man interested in tending this dinner is reques to inquire at the T.C.A. for furtidetails.

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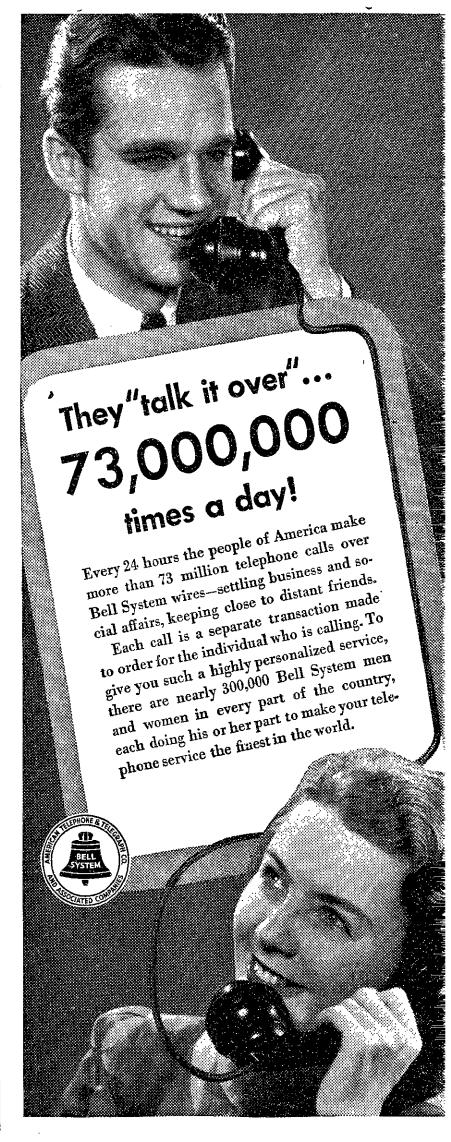
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Inst. Comm. Ballot Near Deadlock For Frosh

Childerhouse, Maples Win; O'Meara Chosen Alternate

(Continued from Page 1)

tute Committee representing the Class of 1941.

Large '43 Vote

The closest of all the class ballotting occurred in the elections to Sopho-



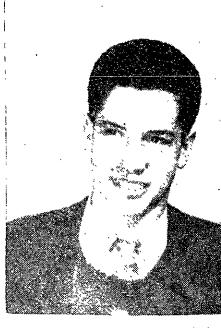
Walter H. Farrell, '40

more class offices. Approximately 500 out of the 535 freshmen voted in the election which made Reebie president. S. Richard Childerhose, Thomas K. Maples, and John O'Meara locked in a



Jerome T. Coe, '42 Staff Photo

close race for Institute Committee membership, with Childerhose and Maples finally emerging as winners. O'Meara being named alternate. John



Robert S. Reebie, '43

W. McDonough, Jr., was elected secretary-treasurer of his class.

Coe Edges Artz for President

Jerome T. Coe was voted into office as president of the Class of 1942, after (Continued on Page 4)

MEETING ON CIVIL RIGHTS
Old South Meeting House
FRIDAY, APRIL 12, 8 P.M.

SPEAKERS:
ORVILLE POLAND, Civil Liberties
Committee
LLEWELLAN JONES, Editor,
Christian Register
MRS. MAUDE TROTTER
STEWARD, Editor, Boston

Guardian
PHIL FRANKFELD, Communist subpoenaed by Dies Com.

Dr. Compton To Christen New Varsity Shell Today

Dr. Karl T. Compton, president of the Institute, will christen the new Pocock shell, recently given the crew by the Institute Committee today at 4:45 P.M., at the Technology Boat House.

The shell, now being used by the Varsity, will be named the "Eugene C. Hultman" in recognition of Mr. Hultman's efforts in promoting the use of the Charles River Basin for water sports. Mr. Hultman is chairman of the Metropolitan District Commission and a graduate of Technology in the Class of 1896.

U. S. Post War Policy Is Scored By Dr. Compton

Two Students, Caldwell, And Prof. Robinson Also Speak

Condemning the spirit which kept the United States from joining the League of Nations after the last war, President Karl T. Compton addressed the 1940 Peace Day demonstration sponsored by the Technology Peace Federation yesterday afternoon in Room 6-120.

In his talk, Dr. Compton said he believes much would have been done to prevent the present serious world situation, had this country joined the League.

Talks on Pan-American Relations

Dr. Robert Caldwell, dean of Humanities who was formerly United States Minister to Bolivia discussed relations between this country and South American nations. He deplored the fact that any unfriendly relations existed between the two and, stressing the necessity of friendliness and good feeling

Following Dr. Caldwell. Professor Clark S. Robinson outlined what he believed to be the attitude of the U. S. Army on keeping the country out of war. Said he: "What the Army is attempting to do is to frighten the people of this country by describing the penalties incurred by going to war."

David T. Morgenthaler, '40, acting president of the Senior Class, discussed what armaments he thought were necessary for the defense of the United States.

Foreign Loans

The subject of loans to foreign powers engaged in warfare was reviewed by I. Seth Levine. '40, last scheduled speaker on the program. With the exception of a loan to China. Levine bitterly attacked the grant of monies to nations at war citing especially the recent Finnish loan.

After the speakers had finished members of the audience questioned the speakers and a lively discussion took place involving, among others, students from India, Australia and several other foreign countries.

United States Health Service Head Lectures

Dr. Thomas Parran Talks On Nation's Health And Nutrition

SPONSORED ANNUALLY

Dr. Thomas Parran, Surgeon-General of the United States Public Health Service, was the speaker at the annual William Thompson Sedgwick Lecture held yesterday afternoon at 4:30 P.M. in Huntington Hall.

Dr. Parran, in his address entitled, "Nutrition and the Nation's Health," discussed the reasons for the poor health in the United States, and methods which might be employed to eliminate such a state of affairs. He remarked that the principal cause of unsatisfactory nutrition is that of a faulty diet. brought about by the lack of purchasing power for food, fixed food habits, and poor planning of menus

National Diet Inadequate

The lecturer also said, "More than 40 percent of the people of the country are not getting a diet adequate to maintain good health and vigor. The foods of which we as a nation have an apparent surplus are those in which the national dietary is deficient—Milk and milk products, citrus fruits, green vegetables, and meats.

The Sedgwick Memorial Lectureship was established for the purpose of commemorating the services of William Thompson Sedgwick to the cause of Biology and Public Health. The lectures are given under the auspices of the Department of Biology of the Massachusetts Institute of Technology, created by him.

Track Team Will Race Tomorrow

With just two weeks remaining before their first 1940 spring meet at Colby. Technology's tracksters are holding a handicap meet on the Briggs cinders, at 2 o'clock tomorrow afternoon to determine how the team is shaping up.

Ten events—the 100, 300, 600, 11/4 mile, 120 low hurdles, 80 high hurdles, high jump, broad jump, shot put and javelin throw—are scheduled to be held

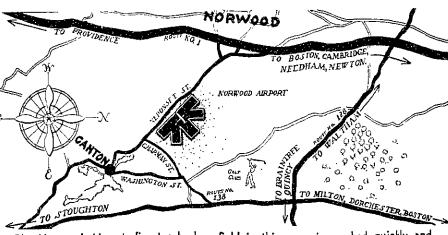
Coach Oscar Hedland has announced that workouts will be held every day next week for both varsity and freshman candidates who are remaining at the Institute during vacation.

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CALENDAR

FRIDAY, APRIL 12

5:00 P.M. Physical Society Meeting, Tour of Cyclotron Laboratory—Room 10-275.

5:00 P.M. Hobby Shop Meeting—Room 2-051.

6:00 P.M. Frosh Council Meeting-Litchfield (East) Lounge.

7:00 P.M. Student Christian Group—Litchfield (East) Lounge. 8:00 P.M. Walker Assemblies Ball—Morss (Main) Hall.

SATURDAY, APRIL 13

2:00 P.M. Mathematics Contest. Freshmen and Sophomores—Room 4-231.

2:00 P.M. Track vs. Colby-Briggs Field.

MONDAY, APRIL 15

5:00 P.M. 5:15 Club Meeting-Litchfield (East) Lounge.

5:00 P.M. T.C.A. Boys' Work Meeting-Tyler (West) Lounge.

6:30 P.M. A.I.Ch.E. Dinner Meeting—Dutch Room, Graduate House.

7:30 P.M. Musical Clubs Concert with Wheelock—Morss (Main) Hall.

Tech Boat Club Petitions For 8-4 Class Schedule

A petition to have classes scheduled from eight to four, instead of nine to five, is now being circulated by the members of the Tech Boat Club. The Boat Club, honorary organization for crew men, is sponsoring the drive in order to make it easier for Institute students to participate in athletics and extra-curricular activities.

Howard M. Woodward, '40, commodore of the Boat Club, and Joseph G. Gavin, '41, stroke of the varsity crew, are in charge of the campaign.

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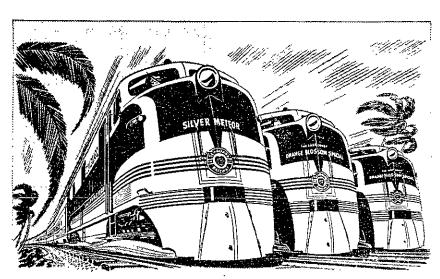
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This series of advertisements tells the story behind many historical journalistic achievements.

Elections

(Continued from Page 8)

a close race with Ernest F. Artz, who became vice-president of the class. the Sophomore class, and John T. Robert W. Keating is the alternate to the Institute Committee, while Francis list of Junior Class officers.

'40 Field Marshals

Marshall P. Bearce, Thomas F Carl McGinnis, present president of Creamer and Henry Rapoport were elected from a field of five candidates Carleton were victors in the contest to to become marshals of the Class of determine Institute Committee repre- 1940. Unopposed in the position as sentatives for next year's Junior class. permanent secretary of the class was H. Garrett Wright.

The Beaver Key balloting resulted

B. Herlihy was elected to the position in the election of Ernest F. Artz, John of secretary-treasurer, completing the T. Carleton, William A. Denhardt, Robert B. McBride, Robert S. Shaw, and Peter B. Sibley to membership in this Junior honorary society.

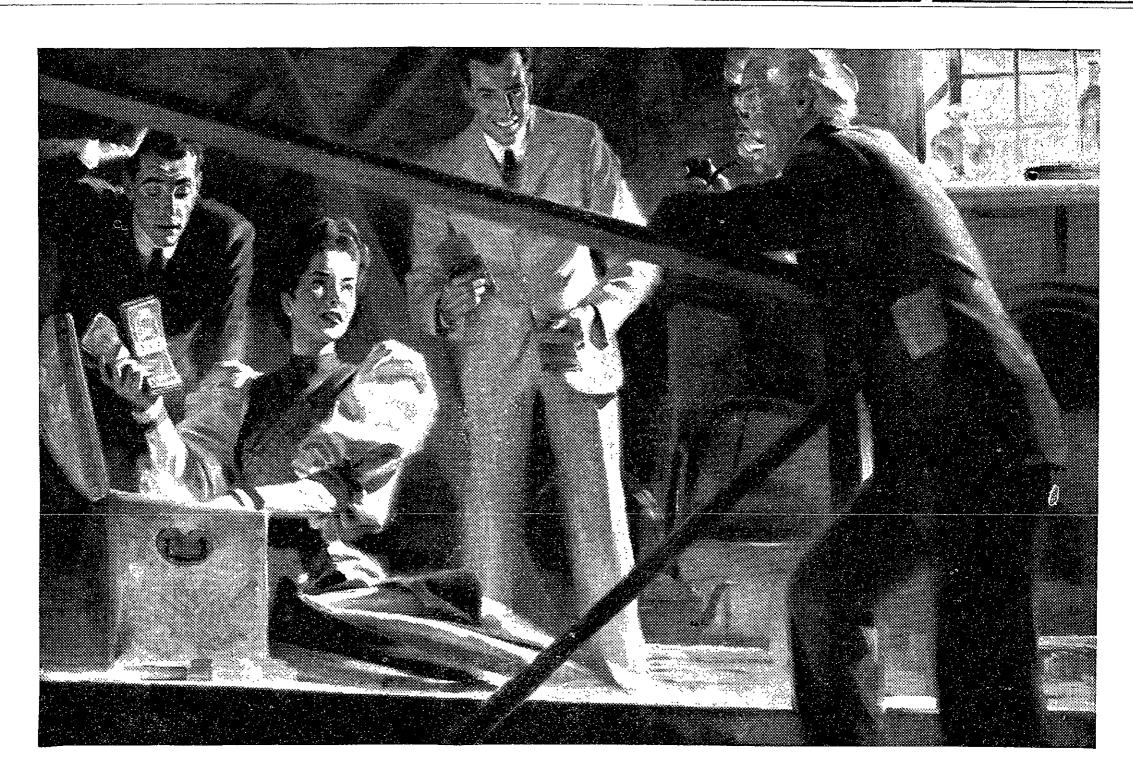
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He knew what they'd find in that old cowhide trunk

TOUNG HEIRS MIGHT BE SURPRISED—but he I knew the fortune that was paid the Hawkinses when the railroad came through in '78 and how they never spent or banked a cent of it.

The old-time country editor was like that. He knew his county like the back of his hand, from the secret thoughts of the supervisors to the last thankyou-marm on a dead-end road.

He knew every man, woman, and child and their Great-Aunt Nellie who ran off with the lightningrod agent. He knew the story of every yellow old record in the courthouse-and what the boys were laughing at in the livery stable last Sunday. He knew what chance the town had of getting that button factory, and why the parsonage would have a new tenant soon.

- The people he wrote for were just as much an open book to him as the news he wrote for them. He wasn't being quaint when he put the results of the school spelldown on page one, or filled five pages with country correspondence. That was meat and drink to the folks out on the R.F.D. routesfar more important than the Boer War or even silver at 16 to 1-and he knew it.
- ▶ That old-time country editor had grasp...complete, integrated understanding of all the news of his locality, and the whole of the mind for which it was written. And his formula, "the nearer the news, the bigger," was essentially the formula of all old-time journalism-in the big cities, as well as in the county seats.

But when Dewey entered Manila Bay and boys in bicycle shops began tinkering with the front ends of buggies, the old order began to pass away. The great, complex world forced itself into the affairs and thoughts of easy-going, turn-of-century America.

Economics, world politics, finance, industrial management, material resources, labor, social theorythey all began to matter somehow. They got vou into wars and strikes and hard times. Science began to matter when diphtheria and t.b. were found not to be acts of God. Art began to matter when your daughter came back from Paris or Peoria calling you a Philistine.

America's mind, stretching, pushing out its horizons, called for more news...more kinds of news...news from beyond the railroad depot. And the news poured in-from the just-hatched wire services, from specialists of all kinds, from the syndicates, the feature writers, the correspondents.

Soon the old one-man grasp was gone. The torrent of news was too great and too swift, its sources too many and too remote, for any one man to handle and absorb it all.

And if the editor was swamped, the reader was drowned. In self-defense, he learned to pick his way about his newspaper, snatching a bit here and a bit there, mostly according to the ingenuity of the headline-writer. Often he missed news of importance; often he failed to see what a series of day-byday stories added up to in the end.

▶ There was a crying need for a new experiment in journalism. A need for somebody with a national viewpoint-free from the pressure of daily and hourly deadlines-to bring the news together so that the intelligent reader could get its essentials, grasp them, make them his own.

▶ That somebody turned out to be The Weekly Newsmagazine. With its advantage of time for reflection and discussion, the Newsmagazine made this task its single-minded purpose. It set out to do the country editor's job with a world-wide scope and on a national scale.

... To take all the week's news and make the picture make sense to the average intelligent American. To set it against a fully comprehended background. To write it vividly, compactly, forcefully ... with full appreciation of the mind for which it is intended... with the touch of human understanding that brings people and events to moving, breathing life.

The Newsmagazine is written by experts, but never for experts. No story in TIME can go galloping off on a hobby; it must be paced firmly and smoothly to the brisk stride of the whole magazine, whether the subject is world affairs or politics, or business or finance, or medicine, religion, or the

▶ That is why TIME seems to be written by one man, who knows TIME readers as the old-time country editor knew the folks in his county. That is why the average TIME reader starts at the beginning and goes through to the end, feeling that every line gives him something that he wants and needs and can use.

This is one of a series of advertisements in which the Editors of TIME hope to give College Students a clearer picture of the world of newsgathering, news-writing, and news-reading-and the part TIME plays in helping you to grasp, measure, and use the history of your lifetime as you live the story of your life.

